

January 6, 2017

Emily Hunter
Director
City of Franklin Planning & Sustainability Department
109 3rd Ave. S.
Franklin, Tenn. 37064

Dear Ms. Hunter:

As you are aware, Franklin Tomorrow is an organization of residents, business representatives, and other community leaders within the City that share a common goal of engaging the community, fostering collaboration, and advocating for a shared vision for the future of Franklin. Over the last several months, members of the Franklin Tomorrow Board undertook a thorough review of the draft *Envision Franklin Plan*, a well-written and commendable plan, crafted by the City of Franklin. The hard work, time, and effort that you and your Staff committed to this plan is clear.

Below, you will find Franklin Tomorrow's review comments of the draft plan. Our collective comments are of one voice and are intended to promote and advance a shared vision that our organization has developed over time with input from thousands of Franklin residents over the past 15 years. We hope you find our in-depth review and specific comments to be illustrative of our passion for this community and that our support for this plan allows Franklin to be a City with a robust economy, vibrant neighborhoods, distinct character, and great people. With this in mind, we ask for your full consideration of our comments, as we offer our support to the City's *Envision Franklin Plan*.

Review Comments

Role of the Plan

- Franklin Tomorrow supports the *Envision Franklin Plan* being a guiding document of the Planning Commission.
- Population and employment projections of the Plan appear to be lower than other projections contained within documents of the City of Franklin (*Source: 2015 Development Report*). This may result in underutilization of higher density solutions necessary to accommodate a higher population.

Vision & Guiding Principles

Managed Growth

- Franklin Tomorrow, through our organization's Vision City trips, has seen the purposeful actions of other communities in managing growth and their use of public infrastructure investments to strategically direct growth. Thus, Franklin Tomorrow fully supports the

City's Managed Growth guiding principle and encourages the City to play an active role in initiatives and policies to do so. Franklin Tomorrow supports and encourages ongoing coordination with surrounding municipalities and the County as a means of ensuring growth within the City and the City's UGB are consistent with Franklin's envisioned growth plans and community character.

Economic Vitality

- Franklin Tomorrow fully supports the Economic Vitality guiding principle and the specifics of the Plan's statements under this guiding principle. Franklin Tomorrow further encourages the Planning Commission and BOMA to work to create a stronger link between this guiding principle and land use and investment decisions by the City, specifically in the category of housing and employment.

Vibrant Neighborhoods

- This guiding principle speaks to promoting and encouraging a mix of uses within neighborhoods, an approach supported by Franklin Tomorrow. However, there appears to be a disconnect between this guiding principle and plans and policies within the City of Franklin. Franklin Tomorrow encourages the Planning Commission and BOMA to advance plans and policies that would allow such actions by right rather than by exception or rezoning.

Historic Preservation

- Franklin Tomorrow fully supports the guiding principle of Historic Preservation and the statements of this guiding principle.

Natural Beauty

- Franklin Tomorrow fully supports the guiding principle of Natural Beauty and the statements of this guiding principle.

Exceptional Design

- Franklin Tomorrow fully supports the guiding principle of Exceptional Design and the statements of this guiding principle.

Connected Community

- In recent years Franklin Tomorrow has found an ever-growing interest among residents and the business community in the promotion of greater connectivity in Franklin, specifically in the area of non-motorized modes (walking and biking). Franklin Tomorrow fully supports the guiding principle of Connected Community and the statements of this guiding principle and further encourages the Planning Commission and BOMA to advance plans, policies, and investments that increase greater non-motorized connectivity within and throughout Franklin.

Context-Responsive Infill

- Franklin Tomorrow fully supports the guiding principle of Context-Responsive Infill and the statements of this guiding principle.

Design Concepts

Compact Residential (Pages 28-31)

- Franklin Tomorrow fully supports the concept of compact residential design for areas of Hard Bargain and Natchez Street neighborhoods and further encourages the use of this residential design concept for other locations within Franklin, as deemed appropriate.

Conservation (Pages 32-33)

- Franklin Tomorrow fully supports the protection of sensitive lands and environmental features which define Franklin's character. To that end, Franklin Tomorrow supports the conservation provisions stated in *Envision Franklin Plan* to preserve the function, form, and character of these areas.

Conservation Subdivision (Pages 34-38)

- While Franklin Tomorrow supports the concept of Conservation Subdivision as a means of protecting open space in its natural state, the primary use provision of single-family residential and the special consideration locations of this design concept seem to be in contradiction. Examples of this contradiction include setback provisions of 150- to 300-feet along certain corridors, reference of commercial, office, and other dwelling types within special consideration locations, and building height maximums of two stories. Greater clarity of Conservation Subdivision and the use provision of this design concept may need to be restated and/or clarified to ensure desired outcomes of this concept.

Development Reserve (Page 39)

- The Development Reserve design concept seems to be lacking a table (with uses, form, site design, etc.) similar to other design concept provisions. Franklin Tomorrow encourages greater details for this design concept.

Fifth Avenue North (Pages 40-42)

- Franklin Tomorrow supports the Fifth Avenue North design concept as a means of encouraging redevelopment of this corridor in character and form intrinsically linked to the vibrancies of the downtown core.

Historic Residential (Pages 43-45)

- Franklin Tomorrow supports the Historic Residential design concept as a means of protecting the form and character of single-family neighborhoods in and around Downtown Franklin. If infill development is to occur in these areas, Franklin Tomorrow supports development patterns that are reflective of the scale and context of these traditional neighborhoods.

Industrial Flex (Pages 46-48)

- Given the context in which this use has developed in Franklin and the locations identified for Industrial Flex, Franklin Tomorrow supports design concepts under Industrial Flex that could support residential and a mix of uses. Greater thought should be given to Industrial Flex areas and how these locations could develop/redevelop over time. The Seaboard Lane area seems to be missing from Special Considerations and is a great example of a location that could contain residential and/or mixed uses.

Large-Lot Residential (Pages 49-52)

- Franklin Tomorrow supports the protection and preservation of natural features, such as hillsides, hilltops, and tree fence rows. When development is to occur, Franklin Tomorrow supports development patterns and concepts that promote the preservation and protection of these areas and policies and strategies that direct development to more suitable areas and areas intended for higher use and density.

Main Street (Pages 53-56)

- Franklin Tomorrow supports the Main Street design concept, promoting historic preservation, context-sensitive design, and compatible infill, essential to a vibrant and walkable Downtown. Franklin Tomorrow believes the scale and form of areas found in the Main Street design concept area should place people first over vehicular needs.

Mixed Residential (Pages 57-61)

- Franklin Tomorrow supports the Mixed Residential design concept and its provisions that promote appropriate context, character, and scale as well as walkable, well-connected street systems that connect to surrounding neighborhoods and nearby destinations. Franklin Tomorrow supports this residential design concept as a means of creating a greater diversity of housing and housing types that allow for life-cycle housing for all ages and incomes.

Multifamily Residential (Pages 62-65)

- Franklin Tomorrow supports a diversity of housing and housing types that allows for all ages and incomes. The design concept of Multifamily Residential seems to be limiting and in fact, may be better conveyed by allowing such uses within a variety of design concepts (i.e., Regional Commerce and Industrial Flex), as opposed to being limited to areas identified in the Envision Franklin Plan Design Concepts Map.

Neighborhood Commercial (Pages 66-69)

- Franklin Tomorrow supports the Neighborhood Commercial design concept and its provisions that promote appropriate context, character, and scale for such uses. Franklin Tomorrow further supports the provisions of this design concept as the normal development pattern rather than this being an exception to land use and design standards (especially when it comes to planned unit developments).

Neighborhood Mixed-Use (Pages 70-79)

- Franklin Tomorrow supports the Neighborhood Mixed-Use design concept and its provisions that promote appropriate context, character, and scale as walkable and connected centers to the residential neighborhoods they support. Franklin Tomorrow believes this design concept has the greatest opportunity to promote vibrant, walkable residential neighborhoods. For this reason, Franklin Tomorrow encourages the City of Franklin to identify other areas within the City and the UGB where the design concept of Neighborhood Mixed-Use should be utilized.

Office Residential (Pages 80-82)

- Franklin Tomorrow supports the Office Residential design concept and its provisions as a means of maintaining established, historic single-family residential structures in their residential character.

Recreation (Pages 83-85)

- Franklin Tomorrow supports the Recreation design concept and encourages the City of Franklin to further plan how these areas can better interconnect public and private recreational opportunities. It is vital that these recreational areas are fully connected with the neighborhoods surrounding these opportunities. Having such plans will ensure better connectivity, appropriate utilization, and investments (public and private) as development occurs around these recreational areas.

Regional Commerce (Pages 86-90)

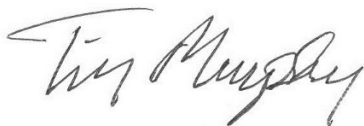
- Franklin Tomorrow supports the Regional Commerce design concept and its provisions that promote coordinated access, transit, non-motorized modes, the reduction and replacement of surfacing parking, and cohesive design that fits within the context of these high-intensity activity centers. Franklin Tomorrow further believes these areas are suitable for Multifamily Residential and Mixed Residential uses, both of which within Regional Commerce would aid in promoting higher levels of non-motorized travel, greater transit utilization, and less need for vehicular parking.

Single-Family Residential (Pages 91-94)

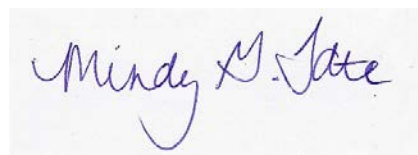
- Franklin Tomorrow supports the Single-Family Residential design concept and its provisions that promote a range of single-family residential opportunities, walkable neighborhoods, and well-connected streets that connect to surrounding neighborhoods and nearby destinations.

Thank you again for the opportunity to review and comment on the draft *Envision Franklin Plan*. We commend the City and its staff for the development of this Plan and the countless hours taken to create such a comprehensive guiding document. We hope you find our comments to be of value and add to promoting a shared vision that allows Franklin to implement and advance the principles and concepts of the *Envision Franklin Plan*. We further encourage the City of Franklin to establish the necessary policies and investments that are needed to fully implement and advance the collective shared vision of the *Envision Franklin Plan*.

Sincerely,



Tim Murphy
President, Board of Directors
Franklin Tomorrow Inc.



Mindy Tate
Executive Director
Franklin Tomorrow Inc.

Cc: Members of Franklin Planning Commission, City Administrator Eric Stuckey, Mayor Ken Moore & members of the Franklin Board of Mayor and Aldermen, Assistant City Administrator Vernon Gerth